CLAIMS PENDING IN THE APPLICATION

- 1. (previously presented): A writing element comprising:
 - a writing pole having a pole tip and extending therefrom to a back gap region;
 - a conducting coil wrapped around the writing pole in a helical fashion; and
 - an insulating material between the writing pole and the conducting coil;
 - wherein the magnetic signals are not conducted to the writing pole at the back gap region through a return pole element.

2. (canceled)

- 3. (withdrawn): The writing element of claim 1, wherein the conducting coil is formed of first and second coil layers respectively positioned above and below the writing pole and connected through a vertical via.
- 4. (original): A read/write head including:

the writing element of claim 1; and

- a read element having a read sensor sandwiched between top and bottom shields.
- 5. (original): A disc drive storage system including the writing element of claim 1.
- 6. (withdrawn) (previously presented): The writing element of claim 1, including an auxiliary pole displaced from the writing pole at the gap region and having a pole tip that is separated from the pole tip of the writing pole by a writer gap.

- 7. (previously presented): A perpendicular magnetic writing element comprising:
 - a writing pole having a pole tip and extending therefrom to a back gap region;
 - a conducting coil wrapped around the writing pole in a helical fashion; and
 - an insulating material between the writing pole and the conducting coil;
 - wherein the magnetic signals are not conducted to the writing pole at the back gap region through a return pole element.

8. (canceled)

- 9. (withdrawn): The writing element of claim 7, wherein the conducting coil is formed of first and second coil layers respectively positioned above and below the writing pole and connected through a vertical via.
- 10. (original): A read/write head including:

the writing element of claim 7; and

- a read element having a read sensor sandwiched between top and bottom shields.
- 11. (original): A disc drive storage system including the writing element of claim 7.
- 12. (withdrawn) (previously presented): A longitudinal magnetic writing element for recording data to a hard magnetic recording layer of a rotating disc, the writing element comprising:
 - a writing pole having a pole tip at an air bearing surface

- (ABS) and extending substantially perpendicularly therefrom to a back gap region;
- an auxiliary pole displaced from the writing pole at the back gap region, the auxiliary pole having a pole tip at the ABS that is separated from the pole tip of the writing pole by a writer gap;
- a conducting coil wrapped around the writing pole in a helical fashion; and
- an insulating material between the writing poles and the conducting coil;
- wherein the writing element is free of return pole elements that form a return path through which the magnetic signals are conducted to the back gap region.

13. (canceled)

- 14. (withdrawn): The writing element of claim 12, wherein the conducting coil is formed of first and second coil layers respectively positioned above and below the writing pole and connected through a vertical via.
- 15. (withdrawn): A disc drive storage system including the writing element of claim 12.
- 16. (withdrawn): A read/write head including:

the writing element of claim 12; and

- a read element adjacent the ABS and having a read sensor sandwiched between top and bottom shields.
- 17. (previously presented): A perpendicular magnetic writing element comprising:
 - a perpendicular writing means for conducting magnetic

signals used to write data, wherein magnetic signals are not conducted to the perpendicular writing means at a back gap region through a return pole element; and

- a conducting coil wrapped around the writing means in a helical fashion.
- 18. (original): The writing element of claim 17, wherein the perpendicular writing means includes a writing pole having a pole tip and extending therefrom to the back gap region.
- 19. (withdrawn) (previously presented): The writing element of claim 18, including an auxiliary pole displaced from the writing pole at the back gap region, the auxiliary pole having a pole tip that is separated from the pole tip of the writing pole by a writer gap.

20. (canceled)

- 21. (withdrawn): The writing element of claim 17, wherein the conducting coil is formed of first and second coil layers respectively positioned above and below the perpendicular writing means and connected through a vertical via.
- 22. (original): A read/write head including:
 the writing element of claim 17; and
 a read element having a read sensor sandwiched between top
 and bottom shields.
- 23. (original): A disc drive storage system including the writing element of claim 17.